



U.S. Trade Center News

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Trade Show in 2006: Getting bigger

The U.S. Embassy, with the American Chamber of Commerce in Bangladesh, co-hosted the fifteenth annual U.S. Trade Show from February 8-10, 2006. As in previous years, this year's show was held at the Dhaka Sheraton and attracted an estimated 14,000 visitors. Following the trend of the past two years, 75 companies participated in the show but this year's trade show had a record 127 booths.



The U.S. Trade Show opening ceremony

The show was kicked off on the evening of the 7th with a welcome dinner where Chargé d'Affaires Judith A. Chammas delivered the keynote speech. Foreign Minister Morshed Khan officially inaugurated the show on the morning of the 8th. Ms. Judith A. Chammas, along with representatives of the media and American and local firms, participated in the opening ceremony. On the 8th, the Chargé d'Affaires hosted a reception which drew over 500 business leaders and government officials.

On February 9th, the American Chamber organized a Business Awards ceremony that was sponsored by BanglaCat. Citibank received Outstanding American firm award while M. Salman Ispahani received Executive of the year award.

An informal survey of the Trade Show participants indicates that several American firms at the event completed sales and developed leads that are expected to result in significant sales. The Sixteenth Annual U.S. Trade Show is tentatively scheduled for February 2007. We hope to see you there!

America Week in Chittagong, Southeast Bangladesh

America Week is a weeklong event highlighting the U.S. Embassy's commercial, cultural, consular, and USAID programs. The U.S. Embassy held its Fifth America Week again in Chittagong, in the southeast region of Bangladesh, from March 14-16, 2006. The event followed successful annual America Weeks in Chittagong, Sylhet, Rajshahi, and Khulna in the last four years. This year's event highlighted Chittagong's significance as the commercial center of Bangladesh with the maritime port that accounts for more than 90% of country's trade and the biggest Export Processing Zone.



The America Week opening ceremony

Officials from the Embassy's U.S. Trade Center, headed by Ms. Dayle Rebecca Johns, and the U.S. Foreign Agriculture Service were on hand throughout the week to counsel local businessmen on buying goods and services from the United States and to distribute information on the Embassy's commercial services. This year, the Trade Center had the biggest participation with 13 booths on display with products from 13 U.S. corporations active in Bangladesh, namely: Coca Cola, Pepsi, Jordana Cosmetics, Revlon/ Personi Cosmetics, Pizza Hut, A&W LambWeston, Flora Limited, Microsoft, P&G, Caterpillar, Lexus Eye Care, Stained Glass Overlay (SGO), and Intraco CNG (ANGI).

USAID partners used exhibit booths, presentations, and site visits to highlight their projects, and the Embassy's Consular Section conducted briefings for students on the visa process. (America Week photos and the Chargé's remarks at the opening ceremony are posted on our website: <http://dhaka.usembassy.gov/>). Stay tuned for more information about our next America Week event!

BuyUSA.com is an Internet service. Registration is free. Once registered, you will find thousands of qualified U.S. companies who are ready to do business with you. For more information, please contact Md. Yousuf, at 885-5500, ext 2902.



U.S. Trade Balance with Bangladesh

Data represent commercial (deliveries) trade. Totals do not include exports from export processing zones and exports tied to donor or grant assistance.

Trade with Bangladesh: 2006

Note: All figures are in millions of U.S. dollars

Month	Exports	Imports	Balance
January	21.2	195.0	-173.8
February	28.3	193.9	-165.6
March	31.2	217.5	-186.3
April	29.2	187.5	-158.3
May	35.8	183.5	-147.8
June	27.6	222.7	-195.2
July	23.4	254.7	-231.3
August	32.3	276.2	-243.9
September	27.8	275.5	-247.8
October	19.8	248.1	-228.3
November	19.2	212.2	-193.0
December	23.3	225.9	-202.6
Total	318.9	2,692.8	-2,373.9

- 'TOTAL' may not add due to rounding.
- Table reflects only those months for which there was trade.
- CONTACT: *Data Dissemination Branch, U.S. Census Bureau, (301) 763-2311*
- SOURCE: *U.S. Census Bureau, Foreign Trade Division, Data Dissemination Branch, Washington, D.C. 20233*

Trade is the most effective vehicle for economic development



Chargé d'Affaires delivers her speech during the Trade Show

On February 8, at the Fifteenth Annual U.S. Trade Show opening ceremony, the Chargé d'Affaires, Ms. Judith A. Chammas said *"trade links are a reflection of a close bilateral relationship that is getting both deeper and broader."* *"Trade show itself is another example of our commitment to strengthening the U.S.-Bangladesh business relationship"*, she added.

Mentioning the commitment of the U.S. Embassy to promoting business in Bangladesh she said *"Embassy's Political/Economic Section and I are always available to help representatives of U.S. business and to assist those here looking to purchase goods and services from the U.S."*

At the Newsmaker Conference, during the America Week in Chittagong from March 14-16 this year, Chargé d'Affaires Judith A. Chammas talked about the Embassy's priorities and pointed out that the top priorities are working with Bangladesh government on counter terrorism and to help Bangladesh maintain and strengthen its democracy. Mentioning the challenges Bangladesh faces in promoting economic growth she said, *"Americans would like to see Bangladesh grow and believe that trade is the most effective motor of economic development."*

During the Opening Dinner on March 14, she mentioned that Secretary Rice has emphasized the importance of Embassies reaching out to populations outside of capital cities. She cited America Week as our attempt to reach populations outside Dhaka. Focusing on trade she said, *"We always stress that trade rather than aid is the best engine for development."*

On March 15, the Chittagong Chamber of Commerce & Industry sponsored a business lunch program. Thanking the Chamber she said, *"This follows the tradition of close cooperation and partnership between the Chamber and the American Embassy."* She talked about inefficiencies, delays, and inadequate facilities plaguing the port, and praised recent steps to improve efficiency through new modernization projects. Ms. Chammas noted significant progress made in Chittagong especially in the EPZs. She mentioned her visit to Chittagong Eye Infirmary that is in the process of developing a state-of-the-art full service hospital with U.S. based Trinity Medical Group. This new hospital will use American equipment and management. She also emphasized the need for infrastructural development.

Furthermore, Embassy's Economic Section was involved in different activities. Major activities included: visiting a number of projects run by the Women Entrepreneur Association members, a meeting at the Chittagong Stock Exchange, and a visit to a dockyard that builds tug boats for the Chittagong Port. The Trade Center staff also visited Orient Electronics that represents 16 American companies and 'Motor Agencies' that represents Federal Mogul and FP-Diesel, a manufacturer of diesel and gas engine spares.

The economic section also helped organize a concert with Ayub Bacchu and LRB. The band included some members of the U.S. Embassy as musicians and singers. The Embassy also assisted in organizing a seminar on "Infrastructure Development of Chittagong for Attracting FDI" at CCCI auditorium where David Renz, Chief Econ/Com. Officer attended as Chief Guest.



LRB and US Embassy American Officers at the concert

Social Responsibility and U.S. corporations in Bangladesh

US companies continue raising the bar on socially responsible business practices in Bangladesh. Here are a few examples from the last quarter.

Chevron Bangladesh

- ♦ On September 13, 2005, Chevron Bangladesh donated 34 books valued at Tk. 100,000 to the Department of Petroleum and Mineral Resource Engineering at Bangladesh University of Engineering and Technology (BUET).
- ♦ On October 2, 2005, President of Chevron Bangladesh, Andrew L Fawthrop, awarded meritorious and need-based scholarships to students of Inathganj and Dighalbak unions of Bibiyana. 100 students from four schools and one college in these two unions were nominated for the scholarships. Prize bonds in the amount of Tk. 6,000 were awarded to each student, amounting to a total of Tk. 600,000.
- ♦ In March 2006, Chevron Bangladesh started providing school uniforms to students in Moulavibazar and Habiganj districts. A total of 2000 students from 13 schools in these districts have benefited from this program.
- ♦ On March 9, 2006, Chevron launched a sanitation program in Bibiyana Natural Gas Field area to ensure hygienic sanitation in the region. A total of 1300 households will be covered under the program this year. The program was initiated in line with the government's campaign to 'Ensure Safe Sanitation for all by 2010.'
- ♦ The 'Smiling Sun' healthcare center that Chevron established in 2005 for the Bibiyana community is now in the process of shifting to a new permanent location. The new clinic has five beds and an ambulance to make it more useful to the community. Chevron has invested US \$140,000 in this vital healthcare project.

Citigroup Bangladesh

- ♦ Citibank, NA Bangladesh embarked on a new initiative in November 2005 to provide insurance coverage to Bangladeshi nationals living in Saudi

Arabia that remit funds to their beneficiaries in Bangladesh through Citibank, NA and SAMBA Financial Group in Saudi Arabia.

- ♦ At a special ceremony held in Dhaka in November 2005, four people were awarded the Global Microentrepreneurship Awards (GMA). The GMA program was earlier launched jointly by Citigroup Foundation and the United Nations Capital Development Fund (UNCDF). The awards were aimed at recognizing the entrepreneurial skills and spirit of the winners who have exhibited extraordinary resourcefulness to emerge from below the poverty line and become self-sustaining microentrepreneurs, contributing to society. The winners were selected in four different categories:
 - Best Micro Finance Institution (MFI) of the Year
 - Most Innovative Business of the Year
 - Best Woman Microentrepreneur of the Year
 - Best Microentrepreneur of the Year
- ♦ Citigroup Bangladesh, with the help of their Asia Pacific Banking Institute (APBI) of Philippines, organized a weeklong regional workshop on 'Risk Analytics' in December 2005 in Dhaka. The workshop, held for the first time in Bangladesh, covered financial statement analysis, dynamics of the business, business cycle, the regulatory environment, the role of audit, and various risk-related issues.
- ♦ Citigroup plans to hold a financial education summit in Bangladesh this year. The second annual Financial Education Summit was held in Kuala Lumpur on December 13, 2005. An eight-member team from Bangladesh attended the summit. The first annual summit was held in Hong Kong in 2004. Citigroup has committed US \$200 million over 10 years to support financial education programs and organizations. The Citigroup Foundation focuses its grants primarily on three areas -- financial education, educating the next generation, and building communities and entrepreneurs.
- ♦ Citigroup recently announced that the company and its employees would donate up to US \$3 million to assist in the humanitarian aid efforts following the earthquake disaster affecting South Asia. They will work with a number of relief organizations, including the Red Cross and Red Crescent societies, in order to ensure that this aid goes where it is needed most in providing immediate relief and support in rebuilding.

Welcome to Bangladesh



The U.S. Trade Center joins others in welcoming Patricia A. Butenis as the new United States Ambassador to Bangladesh. Ambassador Butenis was confirmed as Ambassador to Bangladesh by the Senate on February 16th, 2006, and sworn in on March 17, 2006. She

arrived in Bangladesh on April 3, 2006 and presented her credentials to the government on the 13th.

Ms. Butenis is the twelfth Ambassador of the US to serve in Bangladesh and the third American woman to serve as Ambassador to Bangladesh. Prior to this assignment, Ambassador Butenis was Deputy Chief of Mission at the U.S. Embassy in Islamabad from 2004 to 2006.

She is a career member of the Senior Foreign Service, rank of Minister Counselor. She joined the Foreign Service in 1980 and has served as Vice Consul in Karachi (1980-82), Vice Consul/Political Officer in San Salvador (1982-85), Consul in New Delhi (1985-88), El Salvador Desk Officer (1988-90), and Consul (American Citizen Services Chief) in Bogotá, Colombia (1990-93).

Ambassador Butenis was born in New Jersey. She received a B.A. in anthropology from the University of Pennsylvania and an M.A. in International Relations from Columbia University.

We wish the Ambassador great success in Bangladesh and look forward to working under her leadership for the next several years.

Commercial News USA

Commercial News USA has made it easy to learn more about products and services being offered by American companies. The new Commercial News USA online gateway includes a U.S. Exporters Directory that features information about products and services featured in the magazine, as well as direct links to the Web sites of American companies. Register online for free access to the new and improved Commercial News USA Web site. Here is the Web site www.export.gov/cnusa.

Trade Shows, Trade Shows And ... More Trade Shows

The Embassy is leading a delegation to the International Plastics Showcase (IPS) June 19-23, 2006 in Chicago, Illinois (details below). Interested participants can obtain additional information by contacting the Embassy's U.S. Trade Center at 8855500, Ext: 2902 or by visiting the trade show's website. Happy travels!

Clinical Laboratory Expo 2006 will be held from July 23-27, 2006, Chicago, Illinois. This show expects more than 600 companies displaying products and services for clinical laboratories as well as more than 200 conferences and sessions running parallel with the exhibits. International attendance continues to grow rapidly and constitutes 25% of total attendance with more than 90 countries represented. For more information, please visit its website <http://www.aacc.org>

PACK EXPO International 2006 will be held from October 29 - November 2, 2006, Chicago, Illinois. PACK EXPO International 2006 will focus on the latest developments in packaging technology and will showcase the exhibitors' state-of-the-art advances in packaging machinery, converting machinery, materials packages and containers, and components. For more information, please visit its website <http://www.packexpo.com>.

NPE 2006 The International Plastics Showcase June 19-23, 2006, Chicago, Illinois

NPE is one of the largest and oldest U.S. based international trade shows. It takes place every three years and brings together a cross section of virtually the entire plastics industry - manufacturers of machinery and equipment, raw material suppliers, laminators, fabricators, manufacturers of reinforced plastics products, plastic film and sheeting, producers, and tool die and mold makers. Nearly 2,000 companies will exhibit that include manufacturers of machinery and ancillary equipment, producers of plastics resins and additives, moldmakers, instrumentation and automation companies, and numerous specialists involved in plastics manufacturing, marketing and end use. NPE 2006 will feature exhibiting companies from across the United States as well as Europe, Asia, South America, Central America and Middle East. For more information, please visit its website www.npe.org.

Trade News

- ◆ Bill Gates visited Bangladesh in December 2005. During the visit, Microsoft signed a partners-in-learning MoU with the Ministry of Education pledging to drive greater digital inclusion in the country. Under the MoU, 10,000 teachers from K-12 level will be provided training on ICT.
- ◆ Gillette awarded the winners of "Gillette Gold Rush Consumer Promotion" in a colorful function in December 2005. Gillette Bangladesh (Pvt) Limited launched this promotional program in August and September 2005 on its disposable category razors. Under the promotion, consumers got a coupon against two disposable razors and sent the coupon with a statement on 'why I prefer using Gillette disposable razors'. Four lucky winners were given special prizes. The winner of 'Bend it with Beckham' promotion was also given an award at the ceremony and he shared his experience of meeting with David Beckham.
- ◆ Pizza Hut Gulshan outlet held a 'Customer Mania Mindset Session' for its team members on February 8 in Dhaka. Such sessions are held quarterly in all Pizza Hut outlets throughout the world to motivate team members on the importance of providing great services to the customers in every way. Pizza Hut Gulshan has already been recognized as one of the best-run restaurants in the sub-continent by YUM! International. Transcom Foods Ltd is the franchisee of Pizza Hut.
- ◆ The Radisson Water Garden Hotel, a sister concern of the Carlson Hotel Worldwide, country's third five star hotel, was formally inaugurated on February 13th. The hotel has 206 rooms and sits on more than seven acres of beautifully landscaped gardens with modern interior design and architecture, an outdoor tennis court, world-class health spa, well equipped fitness centre, jogging track, swimming pool, and access to the nearby golf course.
- ◆ Citibank, N.A. signed a lease agreement with BEPZA in Dhaka in March 2006 to open its branch at Zone Service Complex of the Dhaka Export Processing Zone (EPZ) to provide banking services to investors in the EPZ.
- ◆ Citibank was recently named the most powerful and valuable financial service industry brand globally in a survey by the world's largest brand-equity database, BrandZ, recently. Citibank ranked 9th among global brands, and was the only financial services industry brand ranked in the top ten. Microsoft, General Electric, and

Coca Cola took the top three spots as the most well known brands in the world. The BrandZ survey included brands in apparel, beer, cars, fast food, financial services, luxury goods, mobile communications, motor fuel, personal care, retail, soft drinks, and technology. Citigroup also topped the 2005 'Forbes 2000', a list of the world's leading companies. Citigroup was also voted the "Best Global Bank for Cash Management" for the seventh consecutive year in the 2005 cash management survey conducted by Euro Money. Citigroup has more than 200 million customer accounts and businesses in over 100 countries providing a wide range of financial products and services.

- ◆ The global energy giant Chevron Texaco Global Lubricants brand Caltex Lubricants Limited signed an agreement in November 2005 with Navana Petroleum Limited to market Caltex Lubricants as the local partner. Following the agreement, on April 6, 2006, in a formal launching ceremony, they launched Caltex automotive/industrial lubricants and greases. They are also planning to set up Caltex petrol stations in Dhaka. Deputy Chief of Mission of the U.S. Embassy in Dhaka Judith A. Chammas attended the event as a special guest, while LGRD Minister Abdul Mannan Bhuiyan attended the function as the chief guest.
- ◆ American Life Insurance Company (ALICO) is launching seven new products soon. ALICO is one of the largest international insurers with subsidiary operations in Bangladesh since 1952.
- ◆ In an effort to broaden its presence in Bangladesh, International Herald Tribune Bangladesh Ltd. will soon start printing the global paper in Dhaka. They have appointed 360i Limited as Media and Marketing Consultants. IHT's 32nd site will be in Dhaka where the subscribers will receive fresh copies of the Herald Tribune early in the morning. Currently imported copies are delivered in the evening. International Herald Tribune uses its distribution network and many printing sites around the world to enhance its international circulation and ensure delivery in more than 180 countries every day.

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